

GEORGIA
2-DAY WALK
FOR BREAST CANCER

**2020 Virtual Kick Off
Saturday, May 16th**



**Thank you to our 2020
Pink Diamond Presenting
Sponsor:**

Green.Money

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Welcome: Stephani Tucker

Executive Director, It's The Journey

We know you will all have lots of questions. We will be muting everyone's microphones while we go through the presentation today.

If you have questions, we encourage you to submit those via the chat box. Once the presentation is concluded, we will answer as many questions as we can within the time available to us.

If your question is not answered today, you can email that to Whitney at wjones@2daywalk.org and she will forward that to whomever on staff is best able to answer your inquiry.

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Changes for 2020

- On Tuesday, May 5th, the City of Atlanta announced that they will not be issuing permits for large outdoor events like parades and festivals. This directly affects the Georgia 2-Day Walk for Breast Cancer and essentially means that we cannot host our walk as normal. There is nothing that we can do to override or change this decision, and other local cities and towns have indicated that they also will not allow us to obtain permits.
- Nearly 75% of you indicated in our recent survey that you either a) do not feel comfortable in gatherings of any size (over 52% of respondents), or b) only feel comfortable in very small groups.

Keeping Our Focus on What Matters

- **Our top priorities are and will always be:**
 - Your safety and well-being
 - Raising the funds our grantee partners desperately need in order to serve Georgia's breast health and breast cancer community
 - Their needs have only grown as a result of COVID-19, and we are doing everything we can to help fund their crucial work

So how will we do that in 2020?? WE'RE GLAD YOU ASKED...

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Adapting & Overcoming Together

- **ITJ is excited to announce the release of a new software platform (coming August 10th) that is going to allow us to train together (and track our miles/steps), come up with some creative fundraising strategies, and to virtually tackle our 30 miles together for the 2020 Georgia 2-Day Walk for Breast Cancer Experience!**
- **After the Virtual Gala on Saturday, June 6th (please join us on Facebook live!), we will be rolling out a series of “Adventures!” Our first Adventure will start on Friday, June 12, and we will have a new Adventure every two weeks to participate in (more about this later), all leading up to our 2020 Georgia 2-Day Walk Experience!**

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What About Registration?

- Everyone who is already registered as a 2-Day walker (both single day and 2-Day) or crew member can participate in this year's virtual 2-Day Walk Experience at no additional cost. Your full 2020 registration fee will automatically roll over to 2021.
- Anyone who has not yet registered has two choices:
 - You can register for *just* the 2020 2-Day Walk Experience for \$35
 - *Includes access to the virtual 2-Day Walk platform, t-shirt, year button, and credentials*
 - You can register for 2020 at the normal \$160 rate, and you will be enrolled in both the 2020 Georgia 2-Day Walk Experience AND the 2021 Georgia 2-Day Walk for Breast Cancer
 - Register using the normal registration link: <https://itsthejourney.org/get-involved/> (see Chat Box for link)

What About Fundraising?

- There will not be a required minimum for fundraising for the 2020 Walk
- The fundraising deadline for 2020 has been pushed back to December 5th
- In an effort to tighten our belts, there will be no individual or team fundraising awards for 2020

HOWEVER- we desperately need your help in order to maintain our existing levels of support to our breast cancer grantees.

SO- we are excited to introduce a new fundraising incentive system for individuals AND teams for the 2020 Georgia 2-Day Walk for Breast Cancer!

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2020 Walk Individual Fundraising Incentives

• At each of the fundraising milestones below, you'll be rewarded with a 2-Day prize!

- \$75: 2-Day Walk Car Magnet (new design for 2020!)
- \$150: 2-Day Walk water bottle
- \$250: 2-Day Walk headband
- \$500: 2-Day Walk journal
- \$750: 2-Day Walk portable Bluetooth speaker
- \$1,000: 2-Day Walk blanket
- \$1,200: Walk for One* personalized flag

**\$1,200 is the approximate cost to take a woman from start to finish in the breast cancer diagnostic process.*

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2020 Walk Team Fundraising Incentives

- At each of the fundraising milestones below, your team will receive the following items to be used at the 2021 Georgia 2-Day Walk for Breast Cancer!
 - \$10,000: a 3'x3' vinyl banner with your team's name on it to be used during Opening and Closing Ceremonies
 - \$25,000: a flag with your team's name on it to be used/displayed during Opening and Closing Ceremonies
 - \$50,000: ITJ will give you a Big Frog gift certificate to cover the cost of your team's t-shirts!



So What Happens Now?

- With the outbreak of COVID-19, we need help catching up on our fundraising for 2020, and we have a plan to get back on track- **WITH YOUR HELP!**
- We want to move our fundraising thermometer up to \$300,000 by July 10th to get back on track to our 2019 fundraising levels.
 - We are challenging every participant (walker & crew) to raise \$50/week for the next 8 weeks. If all our registered walkers meet this challenge, we will raise \$226,800, putting us ahead of where we were in 2019- woo hoo!
- *But there's more...*

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The Rookie Challenge

- Many of you will remember our founder's son, Lon Passoff, issuing a challenge at Closing Ceremonies in 2019 for each of us to recruit a rookie in 2020!
- With our 2020 Virtual 2-Day Walk registration price of \$35, recruiting a rookie is now easier than ever!



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The Rookie Challenge

- We want to recruit 100 rookies by July 10, and you can help by sharing this link <https://itsthejourney.org/get-involved/> (copy from the Chat Box->) on your Facebook page. Invite your friends and family to join you virtually this year by registering at the \$35 Virtual Walker level!
- **As a reminder, all registered 2020 participants receive:**
 - Access to our bi-weekly Adventures & MoveSpring Virtual 2-Day Walk Experience
 - 2-Day Victory t-shirt
 - Year button
 - 2-Day credentials

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How Do I Fundraise During COVID-19?

- **Your health, safety, and peace of mind come first! Adapt these suggestions based on your health, social distancing guidelines, and best judgement.**
- 1) Your MoveSpring page can connect to any fitness tracking device (ie. FitBit, Apple Watch, etc.) or even just your cell phone to track your steps! Once MoveSpring launches on August 10th, ask your supporters to pledge anywhere from 50 cents to \$1 for every mile you walk during one of our online Adventures or during the Georgia 2-Day Walk Experience!
 - 2) Offer to do a porch drop beer run, bake sale, freezer meal, puzzle exchange, etc. for your friends in exchange for a donation.
 - 3) Host a cocktail or coffee hour on Zoom & ask your friends to donate what they would've paid for drinks to your 2-Day fundraising page!
 - 4) Host a COVID's Most Wanted auction- TP, Lysol wipes, bleach, etc.!

Need More Fundraising Ideas?

- Join us on Zoom for our next Pink Drink Social Club this Thursday! We'll be mixing up custom cocktails (& mocktails!), and brainstorming ideas on how to fundraise!
- We'll also discuss in more detail how to piggyback off our Adventures in your fundraising efforts!

Thursday, May 21st, 5:30 pm

Facebook Event Link in Chat Box->



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Tell Me More About the Adventures!

- **On Friday, June 12th, we will launch our bi-weekly Adventure series!**
 - These Adventures will encourage you to get out and train for the 2020 Georgia 2-Day Walk Experience, and will include awesome Inspiration Locations to check out all throughout the state. Feeling cooped up at home? You'll have the opportunity to fulfill your Adventure miles while exploring beautiful sites throughout the state!
 - We'll also have Challenges, like our Rookie Challenge, to encourage new faces to join our 2-Day family, and to further incentivize your fundraising efforts!
 - On August 10th, our Adventures will migrate over to our MoveSpring platform, and you'll be able to share your mileage with the whole community, compete on our mileage leaderboard, and encourage your donors to pledge support based on your mileage completion!

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2-Days Becomes 2-Weeks...

- **Our Adventures all lead up to the main event, the 2020 Georgia 2-Day Walk for Breast Cancer Experience!**
 - This year, instead of 2 Days, you'll have 2 Weeks to complete your 30 miles!
 - Beginning Monday, September 21st, you can start racking up your miles for the 2020 Georgia 2-Day Walk Experience on MoveSpring! You'll still be traveling 30 miles throughout Atlanta, and will still "see" some of our wonderful partners at B'Rest Stops (called "Milestones" in MoveSpring") approximately every 2.5 miles!
 - Each Milestone will unlock video or picture messages to help bring the 2-Day experience to you wherever you are
 - On Sunday, October 4th, we will head out together for our final mile, culminating in a Facebook Live Closing Ceremonies Experience at 12:00 pm, so that we can all celebrate together! More details TBA as we get closer!

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Personal Pages, Transfers, & Registration

- You will still use your Frontstream 2-Day Walk personal pages for fundraising
- Team captains can transfer funds out of the team account into individual team member accounts, but there will be no person to person transfers for 2020
- No need for commitment forms since there are no longer fundraising minimums
- You can still use the same links to register, and the \$35 Virtual Registration type has been added to the registration page
- If you are already registered, please do NOT register again

Final Thoughts

- Our theme for 2020 is “6 Feet Apart... Closer Than Ever.” Even though 2020 is presenting lots of challenges, our 2-Day family is strong and we will overcome these hardships, and together, we will meet the needs of Georgia’s breast cancer community!
- This presentation will be made available on the website and on Facebook.
- Even though staff is working remotely, we are all still available in the same capacity and looking forward to serving you in this 2020 walk season!
- And now, we will take a few questions from the Chat Box.